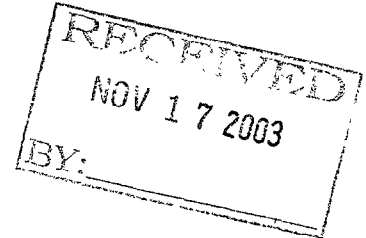




8957 '03 DEC 10 P2:09

November 4, 2003



Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C St. SW
Washington, DC 20204

Pharmavite Reference: 1769 L22 AA

Dear Sir or Madam:

Pursuant to Section 403(r)(6) of the Federal Food, Drug and Cosmetic Act and Section 101.93 of FDA's regulations, we hereby notify you that we are using the following statement(s):

- (1) Name and address of manufacturer:
Pharmavite LLC, PO Box 9606, Mission Hills, CA 91346

- (2) Text of the statement(s):
What are Antioxidants?

Antioxidants serve to deactivate molecules in your body called free radicals. Free radicals are by-products of many normal body processes and are also created from exposure to various environmental factors. Excessive production of free radicals by the body results in a state called oxidative stress. Over time, these molecules can cause damage to cell walls and structures, leading to common conditions associated with aging.

Antioxidants play the important role of "extinguishing" free radicals from your body before they do harm. Antioxidants that minimize this oxidative stress come primarily from fruits and vegetables, among others, in your diet.

Antioxidants may help ensure that your immune and other systems remain strong to help prevent the effects of oxidative stress as you age.

What are Phytonutrients?

Phytonutrients are also known as phytochemicals, which are natural molecules produced by plants to protect plant cells. Consumption of these nutrients by humans, typically through eating fruits and vegetables, helps keep cells in the

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body healthy and helps protect them from further free radical damage. The antioxidant power in these phytonutrients also helps to support a strong immune system.

What Makes These Nature Made Supplements Advanced?

Nature Made Advanced B, C, E and Calcium offer Phytonutrients that provide you with comprehensive antioxidant protection, as well as carefully selected unique ingredients to enhance the benefit of each product.

Advanced B contains natural folate (Metafolin®), B-6 and B-12 and may lower homocysteine levels to support heart health. Natural folate may reduce homocysteine levels more effectively than regular folic acid and may also be better utilized by the body.

Advanced C utilizes Ester C® (Calcium Ascorbate) and Bioflavonoids to help support a healthy immune system. Ester C is non-acidic and stomach friendly, and is better absorbed or retained by the body than regular vitamin C.

Advanced E. The combination of mixed tocotrienols and mixed tocopherols with natural Vitamin E offers stronger antioxidant power than regular natural Vitamin E alone. Gamma E provides additional antioxidant properties that make this an advanced antioxidant formula to help maintain a healthy heart.

Advanced Calcium utilizes the right ratio of calcium carbonate, calcium citrate, magnesium and vitamin D to help maximize absorption. The optimal 2:1 ratio of calcium to magnesium also supports absorption.

- (3) Name of the dietary ingredient(s):
Natural Folate (Metafolin®), Vitamin B6, Vitamin B12
Vitamin C (Ester C®-Calcium Ascorbate)
Citrus Bioflavonoid Complex (Hesperidin and Rutin)
Vitamin E (d-Alpha Tocopherol)
Tocotrienol & Tocopherol Concentrate
Calcium Carbonate
Calcium Citrate
Magnesium Oxide
Vitamin D



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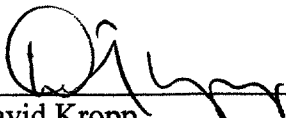
Phytonutrient Blend (Green Tea Leaf Extract, Grape Seed Extract, Blueberry, Strawberry, Blackberry, Raspberry, Cranberry, Sour Cherry Fruit, Blueberry Extract)

- (4) Name of the dietary supplement(s):
Advanced B, C, E and Calcium or products containing above ingredients as a single ingredient or in combination with other ingredients

The above statement(s) may be used in one or more of the following brands of products: B.J.'s Wholesale, Kirkland Signature, Nature Made, Nature's Resource, Nutri Plus, Olay, Spring Valley, Target, TruNature, Walgreens.

We certify the information in this notice is complete and accurate, and we have substantiation that the above statement(s) is truthful and not misleading.

Sincerely,



David Kropp
Director, Regulatory and Consumer Affairs

cc. P. Bolar